



USDA Weekly Retail Turkey Feature Activity

Fri. Aug 18, 2006

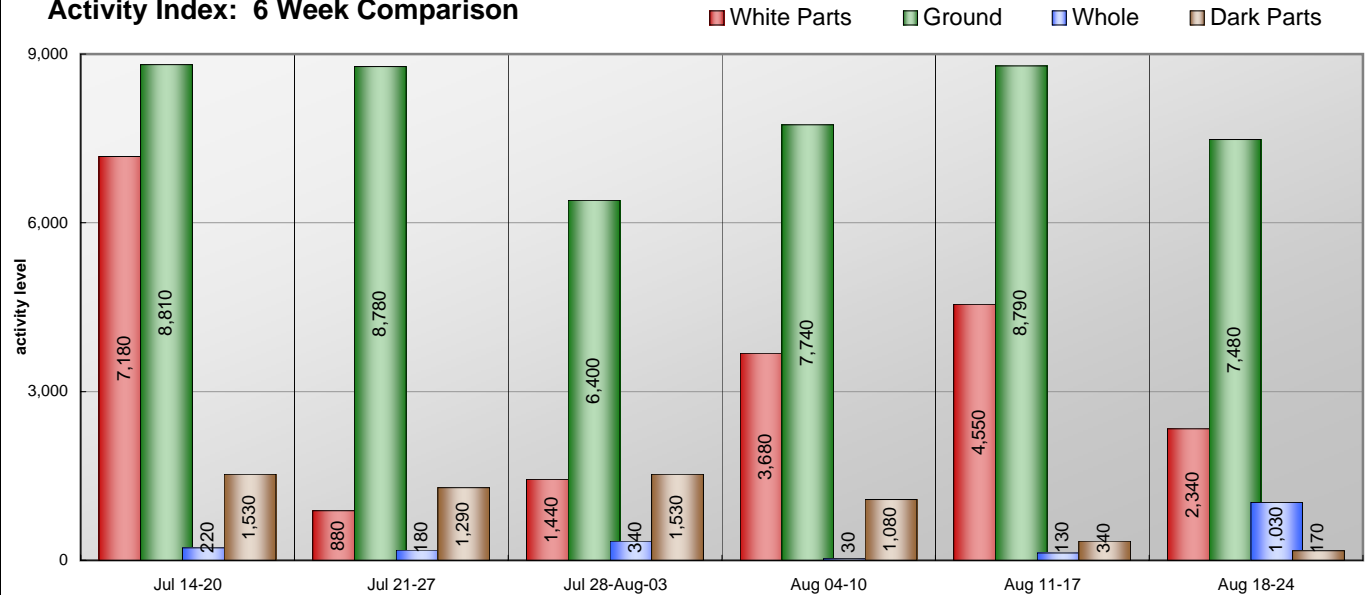
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/18 thru 08/24.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	45.1% of 17,000 outlets		50.2% of 17,000 outlets	
Special Rate 4/	6.3%		2.0%	
Activity Index 2/	11,020		13,810	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	650	1.15		
" - Toms	150	1.03		
Frozen - Hens	130	0.97	60	1.09
" - Toms	100	0.98	70	1.11
PARTS:				
Breast:				
Bone-in, whole				
Fresh	130	2.06	440	1.95
Frozen	380	1.56	360	1.49
Hotel Style				
Fresh	50	1.79		
Frozen				
Split, bone-in				
Fresh			10	2.48
Rotisserie	190	6.47	1,410	5.51
Boneless, whole				
	10	3.99		
Cutlets	1,130	4.03	420	3.92
Strips	150	4.54	630	3.97
Tenders	300	3.93	1,280	4.06
Drumsticks				
	50	1.39	160	1.21
Thighs				
			130	1.22
Wings				
	60	1.27	20	1.39
Necks				
Smoked Drumsticks	30	1.06	30	1.39
Smoked Wings	30	1.39		
Smoked Necks				
GROUND TURKEY:				
Patties	1,160	2.35	800	2.87
Sausage	1,570	2.65	3,220	2.82
85% lean	1,730	1.74	1,610	1.96
93% lean	2,160	2.40	1,160	2.21
Breast	860	4.01	2,000	3.79

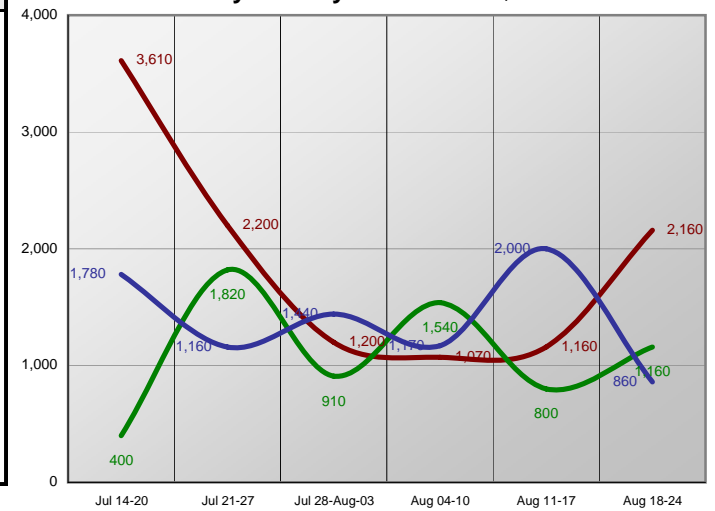
Activity Index: 6 Week Comparison



Turkey Featuring - 08/18 thru 08/24

Retail feature activity for most classes of turkey is down from last week with the exception of whole birds which are being promoted at their highest level since the Easter/Passover season. Fresh breast cuts of all types are being featured with boneless cutlets most common and at higher average feature prices. Rotisserie breasts, so active last week, are rare in ads this week. Dark cut promotions are fairly scarce this week. Ground turkey continues to enjoy good feature activity with feature pricing for lean grinds holding firm to higher. Ground 85%, however, is being actively featured but at lower price levels. Sausage ads are fewer and at lower price levels.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	43.9% of 7,900 sampled outlets 6.5% of stores w/ no-price promotions Activity Index = 5,620			37.9% of 5,200 sampled outlets 3.5% of stores w/ no-price promotions Activity Index = 2,840			57.0% of 3,900 sampled outlets 9.4% of stores w/ no-price promotions Activity Index = 2,560		
	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg
WHOLE BIRDS:									
Fresh - Hens	0.99	120	0.99	1.18 - 1.19	30	1.19	1.19	500	1.19
" - Toms	0.99	120	0.99	1.18 - 1.19	30	1.19			
Frozen - Hens	0.88	10	0.88	0.78 - 1.19	120	0.98			
" - Toms				0.98	100	0.98			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99	110	1.99				2.29 - 2.49	20	2.42
Frozen	1.59 - 1.89	150	1.71	0.98 - 1.89	210	1.44	1.69	20	1.69
Hotel Style									
Fresh	1.79	50	1.79						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	3.99 - 7.99	180	6.56	3.99 - 5.99	10	4.88			
Boneless, whole				3.99	10	3.99			
Cutlets	3.19 - 4.49	820	3.88	3.69 - 4.54	170	4.35	4.54	140	4.54
Strips				4.54	10	4.54	4.54	140	4.54
Tenders	3.99	10	3.99	3.88 - 3.99	130	3.98	2.99 - 3.99	160	3.89
Drumsticks	1.39	50	1.39						
Thighs									
Wings	0.99 - 1.39	50	1.33	0.99	10	0.99			
Necks									
Smoked Drumsticks				0.99 - 1.28	30	1.06			
Smoked Wings	1.39	30	1.39						
Smoked Necks									
GROUND TURKEY:									
Patties	1.49 - 2.99	1,040	2.30	2.49 - 2.84	120	2.77			
Sausage	1.99 - 3.33	1,120	2.60	2.45 - 2.84	210	2.63	2.46 - 3.41	240	2.94
85% lean	1.59 - 1.89	300	1.69	1.41 - 2.00	710	1.77	1.43 - 1.87	720	1.72
93% lean	1.99 - 2.69	840	2.50	1.99 - 2.50	700	2.21	2.40 - 2.50	620	2.47
Breast	3.19 - 4.49	620	3.94	3.29 - 4.49	240	4.18			

Note: See page 1 for explanatory notes.